

## ORDER



**Orders**  
**Order / Rev:** 215287  
**Alt Order #:**  
**Product Desc:** TAXPAYERS AGAINST MONOPOLIES  
**Estimate:** 01937  
**Flight Dates:** 10/30/12 - 11/06/12  
**Original Date / Rev:** 10/17/12 / 11/13/12  
**Order Type:** REG

**Primary AE:** WOOD Local House  
**Sales Office:** L-GR  
**Sales Region:** Loc

**Agency Name:** William Eisner & Associates Inc  
**Buying Contact:**  
**Billing Contact:**  
 120 North Washington Square  
 Lansing, MI 48933

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** POL/Taxpayers Against Monopolies  
**Demographic:** A35+  
**Product Codes:** PL2  
**Priority:** P3  
**Revenue Codes:** AGY, POL, POL-ISS

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	74	\$88,125.00	\$74,906.25

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	74	\$88,125.00	\$74,906.25	0.00
<b>Totals</b>	<b>74</b>	<b>\$88,125.00</b>	<b>\$74,906.25</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
WOOD Local House			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WOOD	10/30/12	11/05/12	5am Daybreak 5am Daybreak	CM	5a-6am	11111--	:30	5	\$325.00	P3	0.00	NM	5	\$1,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-1111--		4				\$325.00		0.00			
		Week: 11/05/12	11/11/12	1-----		1				\$325.00		0.00			
N 2	WOOD	10/30/12	11/05/12	6am Daybreak 6am Daybreak	CM	6-7a	11111--	:30	5	\$800.00	P3	0.00	NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-1111--		4				\$800.00		0.00			
		Week: 11/05/12	11/11/12	1-----		1				\$800.00		0.00			
N 3	WOOD	11/03/12	11/03/12	Daybreak Sat @6am Daybreak Sat 6am	CM	6-7a	-----1-	:30	1	\$400.00	P3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1-		1				\$400.00		0.00			
N 4	WOOD	11/04/12	11/04/12	Daybreak Sun @6am Daybreak Sun @6am	CM	6-7a	-----1	:30	1	\$450.00	P3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1		1				\$450.00		0.00			
N 5	WOOD	10/30/12	11/05/12	Today Show M-F Today Show	CM	658-9a	11111--	:30	5	\$1,350.00	P3	0.00	NM	5	\$6,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-1111--		4				\$1,350.00		0.00			
		Week: 11/05/12	11/11/12	1-----		1				\$1,350.00		0.00			
N 6	WOOD	11/03/12	11/03/12	Daybreak Sat @7am	CM	658-8a	-----1-	:30	1	\$850.00	P3	0.00	NM	1	\$850.00

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Advertiser: POL/Taxpayers Against Monopolies  
 Product Desc: TAXPAYERS AGAINST MONOPOLIES  
 Estimate: 01937  
**WOOD**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Daybreak Sat@7am															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----1-	1		\$850.00		0.00						
N 7	WOOD	11/03/12	11/03/12	Today Show Sa	CM	758-10a	-----1-	:30	1	\$1,200.00	P2	0.00	NM	1	\$1,200.00
Today Show Saturday															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----1-	1		\$1,200.00		0.00						
N 8	WOOD	11/04/12	11/04/12	Daybreak Sun @7am	CM	658-8a	-----1	:30	1	\$950.00	P3	0.00	NM	1	\$950.00
Daybreak Sun @7am															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----1	1		\$950.00		0.00						
N 9	WOOD	11/04/12	11/04/12	Today Show Su	CM	758-9a	-----1	:30	1	\$1,600.00	P3	0.00	NM	1	\$1,600.00
Today Show Sunday															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----1	1		\$1,600.00		0.00						
N 10	WOOD	10/30/12	11/05/12	Today Show 2	CM	9-10a	11111--	:30	5	\$900.00	P3	0.00	NM	5	\$4,500.00
Today Show 2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-1111--	4		\$900.00		0.00						
Week:		11/05/12	11/11/12	1-----	1		\$900.00		0.00						
N 11	WOOD	10/30/12	11/05/12	Noon News	CM	12-1p	11111--	:30	5	\$650.00	P3	0.00	NM	5	\$3,250.00
News 8 @ Noon															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-1111--	4		\$650.00		0.00						
Week:		11/05/12	11/11/12	1-----	1		\$650.00		0.00						
N 12	WOOD	10/30/12	11/05/12	M-F 2-3p	CM	2-3p	11111--	:30	5	\$300.00	P3	0.00	NM	5	\$1,500.00
Rachael Ray															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-1111--	4		\$300.00		0.00						
Week:		11/05/12	11/11/12	1-----	1		\$300.00		0.00						
N 13	WOOD	10/30/12	11/05/12	M-F 3-4p	CM	3-4p	11111--	:30	5	\$400.00	P3	0.00	NM	5	\$2,000.00
Dr Oz															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-1111--	4		\$400.00		0.00						
Week:		11/05/12	11/11/12	1-----	1		\$400.00		0.00						
N 14	WOOD	10/30/12	11/05/12	M-F 4-5p	CM	4-5p	11111--	:30	5	\$600.00	P4	0.00	NM	5	\$3,000.00
Ellen															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-1111--	4		\$600.00		0.00						
Week:		11/05/12	11/11/12	1-----	1		\$600.00		0.00						
N 15	WOOD	10/30/12	11/05/12	M-F 5p News	CM	5-530p	-1111--	:30	4	\$1,600.00	P3	0.00	NM	4	\$6,400.00
M-F News 8 @5p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-1111--	4		\$1,600.00		0.00						
Week:		11/05/12	11/11/12	-----	0		\$1,600.00		0.00						
N 16	WOOD	10/30/12	11/05/12	M-F 530p News	CM	530-6p	-111---	:30	3	\$1,600.00	P3	0.00	NM	3	\$4,800.00
M-F News 8 @ 530p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-111---	3		\$1,600.00		0.00						
Week:		11/05/12	11/11/12	-----	0		\$1,600.00		0.00						
N 17	WOOD	10/30/12	11/05/12	M-F 6p News	CM	6-630p	11111--	:30	5	\$2,250.00	P3	0.00	NM	5	\$11,250.00
M-F News 8 @6p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-1111--	4		\$2,250.00		0.00						
Week:		11/05/12	11/11/12	1-----	1		\$2,250.00		0.00						
N 18	WOOD	10/30/12	11/05/12	NBC Nightly News WKD	CM	628-7p	11111--	:30	5	\$3,000.00	P4	0.00	NM	5	\$15,000.00
NBC Nightly News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-1111--	4		\$3,000.00		0.00						
Week:		11/05/12	11/11/12	1-----	1		\$3,000.00		0.00						

